

ABSTRACT OF THE DISCLOSURE

An electronic catalog aggregation apparatus is provided between catalog provider devices and catalog user devices in an electronic catalog system, where the electronic catalog aggregation apparatus processes electronic catalog data received from registered catalog providers through networks into a prescribed common format and stores them in an electronic catalog database, extracts at least one of the electronic catalog data corresponding to a catalog request received from each registered catalog user, from the electronic catalog database, converts each extracted electronic catalog data into an electronic catalog in a format specified by the catalog request, and delivers the extracted and converted electronic catalogs to respective registered catalog users through networks.

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